

# Child Passenger Safety

**Campaign Sponsor:**

National Highway Traffic Safety Administration (NHTSA)

**Volunteer Advertising Agency:**

Mullen Lowe, Casanova Pendrill

## BACKGROUND

For children ages 1 to 13, motor vehicle crashes are a leading cause of death. From 2010 to 2014, there were 3,181 children under the age of 13 killed and an estimated 601,000 children injured in car crashes. That's more than the population of Atlanta, Georgia.

This campaign seeks to educate and remind parents and caregivers that car seats, booster seats and seat belts save lives and offer the best protection for children in crashes. Parents should ask themselves, "Is my child as safe as possible in the car?" and make sure that their children are riding in the right car seats for their age and size as they grow.

## CAMPAIGN OBJECTIVE

To make sure all parents and caregivers are properly securing their children (ages birth to 13) in the best car restraints (rear-facing car seat, forward-facing car seat, booster, or seat belt) for their age and size.

- ◆ English-Language Call-to-Action:  
Visit [www.safercar.gov/therightseat](http://www.safercar.gov/therightseat)
- ◆ Spanish-Language Call-to-Action:  
Visit [www.safercar.gov/protegidos](http://www.safercar.gov/protegidos)

## CAMPAIGN DESCRIPTION

The campaign encourages parents to secure their children future; challenges parents' overconfidence that their child is in the right seat by planting a seed of doubt; and urges them to visit the website to learn more. The campaign launched a new round of work in March 2016 which includes new TV, radio, print, OOH, and digital assets for both the General Market and the Hispanic Market.

## TARGET AUDIENCE

- ◆ Parents and caregivers of children under 13 years old.



## DID YOU KNOW?

- ◆ In 2014, over one-third (34%) of children (under 13) killed in car crashes were completely unrestrained – they were not in car seats, booster seats, or seat belts.
- ◆ Every 33 seconds in 2014, a child under 13 was involved in a car crash.



U.S. Department of Transportation  
**National Highway Traffic Safety  
Administration**

